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07/27/18
Columbus City Council
City Hall
90 West Broad Street
Columbus, OH 43215

Re: Concern for the Proposed Columbus Ticket Tax

Dear Columbus City Council Members:

On behalf of the entire company of *Wicked* we are very concerned about the proposal to implement a ticket tax for events held at venues inside the city of Columbus.

Currently Columbus has a competitive advantage over surrounding cities that have such a tax. Producers and promoters are more likely to favor Columbus as a high-priority venue for touring companies when measuring the financial benefit of coming to Columbus. However, this financial advantage will be lost if the ticket tax is implemented. In our experience, when cities have enacted an event fee or ticket tax, it has resulted in serious negative implications on attendance levels, caliber of performers, and our timing and ability to bring shows to that city.

Our tickets are priced at the market maximum, therefore any additional expense to the tickets, such as a ticket tax, will result in less attendees. As you can imagine, a decrease in attendance will the overall quality of the shows we can bring to Columbus. While Columbus will continue to attract various productions, the more current or popular acts will go to other cities first. The top acts will go to the cities where their performances are exempt or impacted to a lesser degree. This show quality and reduction in attendance will reduce the overall economic

impact to the city's economy as a whole, including restaurants and hotels. Ultimately, a ticket tax will change our perspective of Columbus as an arts friendly city.

Moreover, prices for performances have been set for the next year and the economic terms with the artists/productions are based on those financial analyses without a Columbus ticket tax. Therefore, we are particularly concerned about the ticket tax going into effect for the upcoming season of 2019. As a producer, we have already budgeted all of our expenses for 2019.

We welcome the opportunity to meet with you to further discuss our concerns, and thank you in advance for your consideration.

Sincerely,

A handwritten signature in dark ink, appearing to read "David Stone". The signature is fluid and cursive, with the first name "David" and last name "Stone" clearly distinguishable.

David Stone
Producer, *Wicked*